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Trade Lead System - First Success in Europe

Report Categories:

Export Accomplishments - Trade Leads

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Report Highlights:

FAS The Hague facilitated the first Trade Lead System (TLS) success in Europe. In January 2011, the Belgium based importer AfriCommerce placed an order with Fornazor International to ship 2 containers of fishmeal valued at \$35,000.

General Information:

Trade Lead System – A Successful New Tool for Generating and Documenting New Agricultural Exports

Trade Lead System – first success

FAS The Hague receives over fifty trade leads annually, of which an estimated 20 percent are from local importers looking for new U.S. products. Prior to the introduction of the new developed Trade Lead System (TLS), sources of information on suppliers of U.S. agricultural products included an on-line database called “U.S. Supplier List”, trade lead submissions through State Regional Trade Groups (SRTGs) and other Cooperators and various State Department of Agriculture, and from the USDA staff’s own knowledge of the industry.

The “U.S. Suppliers Lists” database has always provided contacts. However, the local importer has had to contact these suppliers individually and it can be difficult to establish a commercially meaningful dialogue. In addition, it is often difficult for the U.S. exporter to rate the credibility and reliability of the importer. By using the TLS, both the exporter and importer can feel more comfortable since Post is part of the initial conversation between both parties.

The first success for the TLS in Europe came after FAS The Hague submitted a fishmeal request originating from the Belgium based importer AfriCommerce N.V. The trader received replies from five U.S. companies of which four were interested. Only one company, Fornazor International Inc., turned out to be a good fit for the Belgium importer.

Mr Paul Guzman of Fornazor International initiated contact with Mr Rudy Baetens (AfriCommerce) in an early stage (November 2010). There has been back and forth contact between both parties and with the USDA office in The Hague. As a result AfriCommerce placed an order with Fornazor to ship 2 containers (42 MT) of fishmeal (HS 2301.2010) valued at \$35,000. The projected 12-months sales are \$340,000 (400 MT). The Belgian trader is very pleased with the effectiveness of the new TLS. He indicated that later this year he plans to visit Fornazor in the U.S. and hopes that this will even result in more business.

Trade Lead System – the future

The USDA office in The Hague and other European posts are embracing the TLS system and will actively promote this new system to importers. TLS will now also be included as an available service in on the U.S. Embassy’s homepage (<http://thehague.usembassy.gov/fas.html>) and the TLS will be included in publications distributed to importers. USDA overseas offices also are present at number of trade shows and the TLS is potentially a very useful tool for linking importers with U.S. exporters. To determine the potential for the TLS at trade shows, it will be promoted at the USDA endorsed Fruit Logistica show, which will take place February 9-11 in Berlin.

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